

PRICE FIVE CENTS

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death that his associates knew that he had been awarded decorations for service with the British and Canadian armies.

"Turn on the Sunshine""Business is not all Sorrow"

Divide your Dollar with your neighbors!
BUY AT HOME!

CLEAR THE ROAD FOR PROSPERITY

The Road of Better Times to Good Business isn't concrete all the way. It's full of chuck holes, hub-deep sand, perilous curves and distressing obstacles.

These must be cleared—permanently removed—if we wish to reach our destinations—Good Business and Better Times.

Business IS on the upgrade. The improvement is gradual and consistent. But we must keep in our path and travel without interference.

We must have Faith in the future and believe in our City. Prosperity is bound to come but we must have co-operation.

—what can I do for Edmonton?

Here are some things you can do:

Talk about Edmonton;

Write about it;

Advertise it,

Don't knock it;

Make the knocker prove his case. (You will generally find he has none to prove.)

Select good men into offices;

Keep houses well painted;

Clean up the yards;

If a poor man starts a protest, help him;

If a rich man starts a project, encourage him;

If you are wealthy, invest in something and employ somebody;

If an enterprise looms up to improve the city, don't hoist—investigate;

Don't permit your personal antipathies to get away with your business judgment;

Follow the men who have energy and vim to forge ahead and "saw wood";

Be courteous to visitors under all possible conditions. (When you are, visitors leave with a good impression of Edmonton.)

Never fail to cheer on the man who makes improvements;

Don't be afraid to stick your hand into your pocket for money to assist public enterprise. You owe something to your community.

Do your part, then, as a citizen. Count for something in the affairs of your city.



WHY HOME INDUSTRIES AND HOME MERCHANTS SHOULD BE PATRONIZED

WHEN A RESIDENT OF ANY CITY, TOWN OR COMMUNITY makes the casual remark that he cannot see why he should buy of home merchants or show a preference for home-manufactured goods, he sets the more thoughtful individual to thinking, and he is apt to reflect somewhat after this fashion:

"Now, if all the citizens in this town talked and felt as this man does, we couldn't and wouldn't have much of a town and neither community nor city would be getting just returns for the expense and trouble it has gone to in building up the community, and for the civil government it has established for safeguarding the lives and property and other interests of its citizens. It would not be receiving compensation for providing schools and parks and jobs for the wage earners and business for the merchants to enable them to make a good living. Such a man is not giving value received for what he gets out of the community of common interests.

"On the other hand the home-patronage and home-industry proposition works something like this: If the local merchant neglects or refuses to reciprocate in patronizing those who patronize him, he is not doing his fair share either. If he does not buy his boxes, brooms and mattresses, for instance, of the home manufacturer and sends his orders away for such goods, he gets the goods, to be sure, but the out-of-town firm gets the money, and thus it is taken out of the home circulation market and it lessens the wealth of the community by just that much.

"And, moreover, the box and broom makers, the mattress makers and the proverbial butcher, the baker and the candle-stick maker is deprived of so much needed employment, and it hurts, for the local laborer and salaried person in town has less money to spend with the grocer, the clothier, the dry goods man and everyone else in business; and so, because a link in the chain of economics is made weaker and less efficient.

"It works the same way when a family sends its orders to big mail catalogue houses for household supplies, the struggling home merchant or jobber is deprived of his legitimate trade, but he is called upon just the same to contribute to a multitude of small benevolences and enterprises, and he must submit without protest to being plucked about every so often and occasionally in between times.

"So let it be understood that the business man is a very useful and necessary adjunct to any community, for he not only affords employment to others but he is among the heaviest of taxpayers of the home government for offensive and defensive purpose, so that he is entitled to consideration and support. It is thus seen that home patronage has its selfish side and its loyal side that appeals to its both going and coming.

"Reciprocity is a grand and noble institution when made to work both ways. It then falls upon the community like manna from heaven. It radiates a sustaining and soothing influence upon all persons and interests alike. It is a human core of sentiment that needs to be more generously practiced. It is the Golden Rule applied to home building and business affairs. It relates to everybody and everything.

"If the rule were more universally observed, there would be bigger and better home mercantile, manufacturing and jobbing concerns, more employment and lower taxes, and there would be fewer voluminous dog-eared catalogues of the big out-of-town mail-order houses for use."

Be Proud of Edmonton --- Centre of an Empire

